

[00:00:00] Welcome. Today we are going to talk about how AI is changing the game for marketers everywhere. While some still have doubts about its effectiveness, we're going to show you how AI can be used as your co-pilot to create better content, improve your productivity, and really just get amazing results. So let's dive in.

Welcome to the short of it with Amanda. Business and Productivity podcast. Before we get started, I just wanna let you know that all the prompts that we share in this episode are going to be in the show notes as a pdf. You can download them all here. Do not worry about having to write them all down while we're talking through the episode.

Alright, my friends. I really wanted to talk about ai. I was an early adopter to chat G P T I got on there as soon as they let me [00:01:00] in. I don't think I even had to be on the waiting list for very long. That's how early I got in on the software. So I've been playing with it a lot and I've been following a lot of other people who are using it from people who are more like coding designers, technical people to marketers, to just everyday people.

And writers. So I thought it was very important for us to have this conversation about being in this marketing age of AI and learning how to embrace the future of productivity and this innovation that's happening right now. So far, I haven't met very many marketers who actually think AI is gonna take their job.

Most of them seem to think it's gonna help them tremendously in their daily. I have met some who are very suspicious and hesitant to use it or concerned how others, oftentimes their bosses are going to dictate how to use it in a possibly irresponsible way. Then there are those who think of AI as specific to writing, [00:02:00] and these marketers, well, these writers tend to view AI in a more negative way, so their focus is more on AI writing, which generative ai, just like chat j p t, are really all about writing.

Or mainly about writing, but it's not the only thing that it can do, and the most negative discussions that I've been seeing are really around the writing piece of it. They just feel that AI is not as human, so it can't create that human sentiment or that writing tends to help us work through our thoughts.

I don't believe that any of that is going to go away. Now, these are all valid concerns and there's truth to some of it. I think my biggest concern is that we're gonna have non, in the marketing world. My biggest concern is that we're gonna have non-marketing professionals dictating two marketing professionals how to use a AI in their job.

And I think that's gonna result in not always the most effective way [00:03:00] of using AI for marketing, I believe. Companies should allow their marketing teams to use AI as they see fit, not to dictate to them what they think is going to save their company time, but ask the team, what are ways that we can help make our team more efficient with this tool?

Because AI is not a tool to replace people with. It is a tool for people to use and create better content and create better things for companies. Another big concern I have in the marketing field is that people are gonna maybe devalue marketing services a little bit more, thinking that AI is gonna help them become this marketer without having to pay somebody who has the experience and knowledge in the strategy and tactics and the.

Scope of marketing, big picture versus somebody who just needs to get some marketing done for their business. So it's not quite taking a marketer's job, but [00:04:00] the other end of the spectrum is just this possible bad use of AI tools. But that's our job as marketers, to thwart and educate non-marketing professionals how AI can be used and how it can't be used.

So we don't wanna be cutting and pasting anything, and I think we just need to be aware as marketers that it is our job to speak up when we don't feel like something's right, or we don't feel like something is going to really help our jobs. Now I know that there's cases out there where people are working.

And they tell their their boss this information, and their boss just says, we're doing it anyway. And that's gonna be the case that we're gonna have out there. And that's really unfortunate, but I think those people are gonna find very quickly that their marketing becomes ineffective pretty quickly when they're not doing it right.

And AI cannot do everything at this point. Again, it is a tool and. All be singing this at the top of our lungs, that it's a tool to [00:05:00] help us become better, create better content, be more efficient and productive, because we've got a tool that's gonna help us, not a tool that's gonna just replace things. So let's talk a little bit about what AI can do and talk about these things with your employers and your.

AI can generate all kinds of data, including audio coding for websites, images. We've been seeing that a lot lately. Text simulations, drafts, brainstorm lists. I mean, there's so much. It can help you write outlines quickly and pull social media from content that you have. It can summarize an article or a blog post.

AI is a tool, it's a co-pilot or it's an assistant, and I like that description of it because that's exactly how I utilize it, and that's exactly how I think humans should be utilizing AI as a tool or an assistant to help us become better. It's not set it and forget it. You can't just [00:06:00] type in a prompt, copy and paste the result, and I really, really hope that you're not doing it.

The only thing you could probably copy and paste is code, but overall you have to oversee it. You still have to review it just like you would if your assistant or a co-pilot wrote it. You would oversee the ai, so the data produced can be repetitive. It can be boring, but with a few follow up prompts, you can get things to where you want them to be.

But it does require you to prompt and guide it to the right answers or the perfect content tone, or the perfect writing style. So let's talk about AI and productivity. Specifically, I'm gonna share some of the things here that I have been using in my everyday marketing work for a while now. I'm always looking for what other people are doing and how they're using it, because I think that there's just so much more out there that can be done, and I know that I can't possibly have all the scenarios or the ways of using AI in my head that could be out there.

So [00:07:00] I'm gonna share what I know with. And I hope that you continue to learn from others as well. So specifically, let's look at what I'm doing. So I'm creating content, proofreading, summarizing. I'm using AI design tools in Canva, transcription tools, video editing, and creation tools. So this is not just what I do in chat j p t.

Some of these tools are in other software programs that we. And really if we've looked at our lives so far, we have been using AI a lot longer. So if we really take a deep look at our lives, AI has been in our lives a lot longer than we think. Chat, G P T has just created this huge stir, but AI has been in chat box.

Think ManyChat autoresponders, Canva, transcription tools like auto ai. Your G P S navigation is ai. Your phone, Grammarly [00:08:00] spam filters, antivirus software, Google, and then Hello Siri and Alexa. How long have we been using those? All the voice assistants. Banking security to detect fraud, Amazon, Netflix, it's all in there.

This is just a new wave of AI that's coming to market for in a different way than we've seen it before. It's creating a huge stir because this is the first time that we've seen AI like this. This is more like AI in the movies. It's smart, it's think. And it's a little bit scary and it's a little bit exciting.

You know, people are wowed because the things that Chat G P T creates based on your prompts is beyond what we all expected. And on top of that, we can interact with the results and create even better results. So again, beyond what we've expected, and I think that's what has led everyone to be wowed by this product and to be a little bit scared by.

So many of us see the potential to help [00:09:00] simplify our daily lives and tasks help cut down on the consuming tasks that kind of get in our way, and now we can just go direct to the meat of the task. Maybe our favorite part of it, even if I think of like writing blog posts, I hate outlining. I hate outlining, I hate sourcing topics, but once I can get a topic and I can start researching and I have an outline, the flow just starts, and that's, that's the part of it I love.

So I cut out that initial staring at a blank page or even fine tuning the details so I can run my blog post at the end and say, chat, fine. Tune this for me. Look at it for tone, look at it for grammar. You know, correct those things at the end to help me fine tune it a little bit more. So opening our minds to ideas that might not have come to mind.

You know, I can write an outline and then if I pop it into chat, sometimes I get a couple things on the list that I didn't even think of and I go, oh yeah, I knew that. Like why didn't I think of that? It just helps [00:10:00] us fine tune everything a little bit more, and if you can cut down time on a task or a project by starting with an a.

Wouldn't you wanna take advantage of that? I know I would. So let's go over the concrete examples. If you're like me, you need these concrete examples. So we'll start with brainstorming. My favorite thing to do with chat really is brainstorming. Because it helps me avoid that dreaded writer's block. I am no good if I open Canva and it's a blank page, or if I open a Google Doc and it's blank, like that is so hard for me.

I know some people love that. Some people start there and it really works for them, but it does not help me. It, it really doesn't help me. It does not get my juices flowing. That's probably why I love brainstorming with chat g p T so much because it just gets the thoughts flowing and then once they're flowing, it's great for me because I can just start typing away or creating or thinking through ideas.[00:11:00]

And writing through them a little bit more as well. So if there's something that I missed, chat usually brings it up. I can also ask it, Hey, is there anything else I missed? And it'll usually have an idea for me if I've missed something or gimme

a different point of view. Some of my favorite follow-up questions when I'm brainstorming are, what are the possible objections a client might have, and are there other ideas on this topic that might be relevant?

That's an actual follow-up prompt that I would type into chat, g p t. So use chat just like you would Google search. But think of it as being able to do your initial search, but then ask follow up questions, which you can't do in Google search. So it's like a step further and you can get better answers.

Now the next thing is an outline. First drafts, Ugh, we all hate first drafts, right? I think most of us do. I think even writers hate first drafts. It's called that shitty first draft. And you know, that's what it has to be. [00:12:00] And sometimes even that's hard to get out. And so when I can take my outline and I can ask chat to gimme a first draft of a blog post, that really helps me because now I can go in there, I can take the topic or the scenario that I'm writing about, get a, you know, first draft of this blog post.

And now I can start editing it. Now I can start tweaking it. Maybe I don't wanna talk about a certain thing that's in there after all. Or maybe something else came to mind and I add to it. But it's a first draft. It's not your final. So don't, you know, feel like asking chat to write your blog post is going to produce this beautiful final end product because it won't, it's going to create something really fantastic and it's probably gonna blow your.

And it's probably gonna cut a good hour or two out of your writing process, and it's gonna let you get to the, the meat and potatoes of the writing process as well. That's how I've been [00:13:00] using chat is to really just take first drafts to the next level. The other thing that I really like is that I can take a press release from a client and I can paste all of the texts from that release, and then I use this prompt.

And mind you, LinkedIn is our primary platform, so that's why it says it in here. You can replace that for whatever you want. But I take that press release content, type it in, and I say, create five LinkedIn posts, include hooks, make them short, include one with a quote and one with bullet points, and write them all in a friendly professional tone.

So that is the prompt and I'm gonna create. Uh, download for you of this episode of all the prompts that I use in case you wanna go back and use them so you don't have to write them down and rewind and write everything down as fast as you can. I'll give it to you at the end, but then from there I edit the post.

Sometimes I have to ask chat to shorten the post a little bit, or maybe tweak something or change a word or make [00:14:00] them more conversational, because sometimes they'll be repetitive or it'll have information that just sounds really. But then I can ask chat to rewrite any of them that I don't like, or I can ask follow up questions and get even more posts out of it.

Like maybe I want a more formal tone after all, uh, just to see what it comes up with. Maybe it sounds better if I do it in a formal tone rather than a conversational tone. But tone is one of those key terms that I use to, to really clarify the content, the way that I want it to sound and how I wanna talk to my audience.

So since we are on the topic of tone and voice, I did ask chat with this prompt. What is the most clear and concise way to explain the difference between tone and voice? Now I could share what chat said to me. What chat said to me is actually gonna be slightly different than what chat says to you. And I think this is a great exercise to get you started on chat, G P T.

And seeing what chat says, and then you can [00:15:00] use that to build your prompts and you can focus on whatever tone and voice matters to you. Or if you're like me and you, you deal with multiple clients, it might be different. I have some clients that need the a formal professional tone, and then I have some other clients that are really fun and they can be sassy and silly and conversational.

So just think about the way that you want your content to be read and tell, chat that when you have a prompt. So the other thing that I love to do with chat is anytime I'm writing a article or a podcast, I always ask chat to write me five title ideas. And I usually end up fine tuning those with further prompts to chat until I find one that I really like.

And the prompt that I start with here is quote, write me five catchy titles for this blog that feel like storytelling. I like the feel like storytelling [00:16:00] because I think the titles that come from feeling like story seem to be those catchier titles and they, if they're storytelling, they're more hook, like they have a hook and you can ask Chat g p t to include a hook.

I think we included that one of the prompts that I provided to you. But the other things that you can use in your prompts to get better results from chat is to explain your desired. Talk about what format, what style you want it in, who your intended audience is, if it, there's a text link that you want, if you want it to

include a list of points that you want to have addressed, whatever perspective you want the text written from.

And if you have specific requirements, like say you don't want jargon or slang in your content, you can tell it that as. So the next thing that I wanted to share is that I use it for strategy. I don't recommend using chat g p T for strategy unless you have an understanding of your audience, your product, and what problems you solve.[00:17:00]

Otherwise, you might end up getting some just generic strategy that doesn't really help you much. And the point of this is to get something that works for you. So if you're struggling to nail down who your audience is and the problem that you solve, chat can actually help you with that. If you wanna go back to the brainstorming that we talked about and it can help you answer questions, find out what the objectives are of your audience, you can work through who your audience is with chat as well.

And it'll just give you some insight into your potential audience's problems and help you discover the best way to serve them. So go back, brainstorm who your audience is and how you help them and nail down some of that language first, but then come back here and do strategy, and you wanna start with the results that you want to achieve and how you wanna achieve them when you're talking about strategy prompts.

So these are a few prompts that I use for. So we're attending, insert the event and would like to connect [00:18:00] with, insert who your audience is and share our insert here, what your product or service might be, and then include the opportunities to work with your company. So however you work with people, whether it's getting on a Calendly call or a one-on-one or attending a webinar.

Signing up for something, however it is, they work with your company, you would put that in here and then add to the prompt, create an online marketing strategy for us to use leading up to the event during and after the event. So this will create a strategy for you to share. And even in here, you could even say create an online marketing strategy using our website, LinkedIn, Facebook, whatever platforms you.

Digital ads and Google to use leading up to the event during and after the event as well. And chat will give you a really great strategy to start with. The more specific you are here, of course, the better the [00:19:00] results. Once you get

the results from chat, you can fine tune some of it by, um, using follow up prompts as well.

Another really good one that I think everybody should and could probably just start with is create an online marketing strategy for our blog. So it'll give you a broad, just general marketing strategy, but you could fine tune it and you can ask more prompts, or you can include in this prompt you know who your audience is, where they hang out, and what the goal is of your podcast.

Like if you wanna get more people to sign up, write on their, you know, create an online marketing strategy for our blog posts to help us get more email signups that will help you create a better strategy that focuses on the goal that you have. Chat could be a really great tool for helping with strategy.

It could confirm what you already know or it can help you find, you know, gaps or holes in what you're already doing. You could even put your current strategy in there and say, and ask chat to review your strategy and ask Are [00:20:00] we missing anything? That's another good one that I really like as well. The next thing that we're gonna talk about is topic finders and content ideas.

So again, you'll wanna know who your audience is, how you help them, and what their problems are. Of course, that's like the core to marketing, right? I'm pretty sure if you're listening to this, you are probably already aware of who that is for you and for your clients. So we are going to find some content ideas for our topics.

One of my favorite ones that I really like, and I got this from a speaker at Social Media Marketing World. It's the ultimate guide. So the prompt is the ultimate guide to. Then insert your topic four, then insert who your audience is, and you can get as specific as you want on who your audience is and what your topic is.

Here, you'll end up here with a table of contents. So whether you create an ebook from that, whether you break that into a blog series, or you create this master guide. On your [00:21:00] website and you have all these links in there, whatever you wanna create. These are all really good ideas for SEO as well. Now I'm gonna give you a concrete example of how I created 20 days of content using chat, G P T.

So the prompt is create a list of 20 concerns a marketer might express when thinking about their industry. Make it emotional and use first person. So once I get that response from chat, I'm now gonna ask it, what are potential Instagram real ideas for these concerns for the next 20 days? Let that sink in a minute.



What I just did was I asked chat to tell me what my ideal clients worry about, and then to create 20 days of content for me all within a matter of minutes. Like that didn't take more than one minute to do. It is mind blowing how much time you can save. Even if that list of 20 days is not perfect. I [00:22:00] would have taken at least an hour and a half to create 20 concerns of my ideal clients and then come up with content for that every day on a reel.

That is just the power of how using AI is gonna help us in the future of. So I wanna know, have you been using AI in your toolbox every day? Have you been doing some of these prompts? Is there anything here that you think that you'll add to your toolbox? And is there anything here that you think I missed that is a, something you use on a daily basis?

I would love to hear from you. And I also wanna know, are you excited about AI or are you concerned. Or are you both excited and concerned about it? Because AI's potential is wild and I'm really excited to see where it's going. I know it's helping me every day, and I hope as marketers, it's helping you guys every day as well.

So head on over to your favorite social platform. You can DM me at Amanda [00:23:00] Long s m s. I'm pretty much everywhere. Head over to your favorite platform and DM me to let me know. Join me each week for a new episode of the Short of It with Amanda Long sign up to get our emails. You'll be the first to know when new episodes drop, and you'll also get weekly tech and productivity tips from me.

You can connect with me on your favorite social platforms at Amanda Long s m s. I'd love to chat with you over there and thanks so much for listening.